



Thane Realty News

VOLUME : 01 | February 2025 | Issue : II | PAGES : 04

An official publication of : **ठाणेवैभव** | **CREDAI MCHI THANE**

'Making dream homes a reality' was the theme of the inauguration ceremony of Property 2025, CREDAI MCHI Thane's 22nd Expo. The four days event, held at Highland Gardens, Thane west, was inaugurated by Maharashtra Deputy Chief Minister Shri Eknath Shinde, who has not missed attending a single expo – and said that he sees the growth of development of Thane reflected in the expo's evolution over the years. Pratap Sarnaik, Transport Minister, Maharashtra spoke about the expo reflecting Thane's home seekers' wishes for a home of their own, adding that Thane was a city home seekers were opting for simply because it was among the best options available for a home seeker in the Mumbai Metropolitan Region (MMR).

'Thane offers the widest choice of homes in the MMR'

Your thoughts on Thane.
Thane offers a wide choice of homes to suit all requirements, to fit in all budgets. From luxury to affordable and from city centre to verdant green open spaces, Thane offers what is arguably, the widest choice of homes in the MMR, this was reflected in the Expo. A city known for its cultural richness, cosmopolitan nature as also a safe and secure environment, Thane is also a hub for commercial real estate which offers multiple amenities and facilities for the home seeker.

Tell us about the expo?

CREDAI MCHI Thane's 22nd edition of the Property and Home Finance Exhibition, was inaugurated by Maharashtra Deputy Chief Minister Eknath Shinde. The four-day event, themed "Making Dream Homes a Reality," aimed to provide home seekers with a wide range

of housing options and financial solutions. The defining point of the expo was the serious home seekers who visited the event; a majority of these are expected to turn into actual home buyers over the next few months. With 100-plus projects from Thane and participation by 50-plus real estate developers as also 10-plus Banks & HFCs, the event saw 20,000-plus families visit the Expo over the four days.

What quote of Eknath ji Shinde from his speech in the expo remains in your memory?

Two points. First, when Eknath ji Shinde highlighted Thane's rapid transformation into a 'city of choice' for homebuyers, crediting



Jitendra Mehta
President, CREDAI
MCHI Thane

major infrastructure projects for enhancing connectivity and livability. Secondly, when he recalled his association with the expo since its inception, and how he views the expo's growth as a reflection of Thane's evolving real estate market.

What was in Pratap ji Sarnaik's speech that drew maximum applause?

It was when Maharashtra Transport Minister Pratap ji Sarnaik emphasized that the expo was a testament to Thane's popularity among home seekers, given that the city continues to offer some of the best housing options within the Mumbai Metropolitan Region (MMR).

You have been associated with the expo since the very first edition, how do you see the 22nd edition?

The CREDAI MCHI Thane expo underscores the city's steady real estate growth, ensuring options for all budgets while maintaining a stable market. The most critical role in this growth story is that of infrastructure in driving this, underlining Thane's leading position in the MMR's real estate development.

Thane, in 2025:

Thane has undergone a remarkable transformation in recent years, emerging as a thriving hub for business, education, and lifestyle. Improved infrastructure, including roads, transportation, and amenities, has made it an attractive destination for homebuyers and investors.

...Pg.3

Smart City initiatives will enhance Thane as a sustainable, efficient, and liveable city

Thane has come a long way, transforming from a small town to a thriving city. The infrastructure development has been remarkable, with significant improvements in road connectivity, public transportation, water and sewage management, and power infrastructure.

These upgrades have enhanced the quality of life for our residents and made our city an attractive destination for businesses and investors.

Thane's economic growth has been impressive, driven by the expansion of industries, IT parks, and commercial complexes. The city has also seen a surge in real estate development, with new residential and commercial projects emerging across the city.



Manish Khandelwal
Hon Secretary,
CREDAI MCHI Thane



Thane's future is defined by continued investment in infrastructure and sustainable development. Smart City initiatives aim to create a sustainable, efficient, and liveable city for all.

It is a city which us truly, "future perfect", and those who pick up property in Thane are assured of being part of a better future. If you missed the 22nd Property Expo organized by CREDAI MCHI

Thane, which concluded on 10 February 2025 after a four-day extravaganza that witnessed an overwhelming response from homebuyers and stakeholders in real estate, visit www.credaimchi.com, browse the expo in its digital format, and get some of the best property offerings – ensure that you are part of the "future perfect" city!

CREDAI-MCHI Thane's PROPERTY 2025 reflected the all-important 'trust factor'

Thane is a city known for its cultural richness and cosmopolitan nature as also a safe and secure environment. Thane is also a commercial and retail hub and offers multiple amenities and facilities for the property seeker – be it a home seeker or a corporate seeking to relocate.

As trends change and the property buyer profile upgrades, Thane's real estate has kept pace and come up with new housing options across its geography – including the new age homes aimed at new age home buyers, adorned with ideas and products that leverage new technologies. It is similar for commercial real estate. Thane is the ideal city for the new age property seekers to select their dream properties and turn dreams into reality.

Thane's leading property and home finance Expo, CREDAI MCHI Thane's PROPERTY 2025, the four-day long event where dream homes become a reality, came to a glorious finale on 10 February. The event saw 20,000-plus families visit the Expo over the four days. These numbers comprise serious, home-seeking visitors, and it marks a positive aspect of the property search



Ajay Ashar
Immediate Past
President
CREDAI MCHI
Thane



process in Thane.

From new products and services that define the new age homes, the Property Expo has been the perfect platform for property seekers to reach out to a gathering of real estate developers under one roof. The expo has proved to be a truly safe and stable opportunity, powered by CREDAI-MCHI Thane.

For the property buyer, CREDAI-MCHI Thane's PROPERTY 2025 reflected the all-important 'trust factor'. Over the years, CREDAI-MCHI Thane has been the steady factor, ensuring real estate development in sync with the city's growth story. CREDAI MCHI Thane is an association of real estate which has been an integral part of not just Thane's growth story, but also the social fabric of the city.

The Expo continues on-line, over the next year. If someone missed out on visiting the Expo, the digital version will keep options open for such home seekers.

As the Immediate Past President, CREDAI MCHI Thane, I thank all participants, sponsors, and visitors for making the 22nd Property Expo a grand success.

The Future Ingenious Abodes

Ingenious Abodes" refers to innovative, smartly designed houses that maximize comfort, efficiency, and sustainability.

Today technology plays a vital role in our day-to-day functioning. The ease it provides in performing a job seamlessly. With the level of convenience technology brings forth, users are investing their time, efforts and resources into the latest technologies. Thus use of technology based innovations-interface for executing day to day activities efficiently is the need of the hour in today's fast paced lifestyle.

An ingenious abode is a living space that uses a network of interconnected devices with the help of the internet to remotely monitor and control household appliances and systems with electronic devices which are controlled or operated by the user with the assistance of a smartphone or a mobile app. Such an automation system for a home is known as Home Automation.

Automation is synchronous control of all electronic and electrical devices with simple and reliable customized user interfaces.

Need of Home automation system:

Owners can remotely monitor their home appliances and ensure that all devices are safely switched off with help of smart computing-operating home devices. Such a

system enables enhanced climate, energy efficiency, surveillance, monitoring, and detection, which all combine to improve health and increase safety of all users.

These connected devices monitor, control, and manage various operations and working conditions for smooth, effective, secured, efficient and economical running of daily chores in homes making them smart homes. Such systems monitor and/ or control home through these devices based on specific selected parameters such as lighting scenes, entertainment systems, window automated drapery/curtains/ blinds system, fan controls, access control, alarm systems, Heat Ventilation Air-conditioning &



Ar. Shreyash Sarmalkar
Founder, Principal
Architect & Project
Management Services
ESQUAARE

surveillance, ancillary appliances and climate control, etc. It is aimed



Photograph is for representation purpose only

at making living a safe, secure and convenient experience with ease of monitoring from anywhere anytime and thereby efficiently managing day to day chores.

Types of home automation system technology:

• **Wireless system:** This system includes Wi-Fi, Bluetooth, Infrared, and others.

• **Wired system:** This system includes internet cabling & connectors for the integration of sensors and smart home devices.

Advantages of using Home automation systems:

• One of the biggest advantages of home automation is that it keeps your abode safe, and prevents accidental fires, water leaks, gas leaks, thefts, and other disasters.

• Efficient use of electricity resulting in enhanced energy efficiency.

• Enhances home safety & security.

• Owners can remotely manage all of their home devices as a remote control from anywhere resulting in enormous convenience.

• Flexibility for new devices and appliances.

• Better functionality.

Disadvantages of Home Automation:

• Premium Home automation devices & systems are expensive.

• With more and more users using smart home devices security

will become a greater issue as with all computing devices.

• The total cost of ownership of the devices and system integration.

• Need a steady power supply and WiFi connection.

• Lack of greater acceptance.

• Market penetration of home automation systems in India is less as compared to other developing nations, owing to the limited connectivity and lower average bandwidth. (Source: <https://www.alliedmarketresearch.com/india-home-automation-market>)

Important areas to be looked at,

• Understanding the current Industry products & Protocols like, KNX-EIB, ABB, BERKER, CLIPSAL- C. BUS, LUTRON, AMX, CRESTRON- CRESNET.

• Choosing the correct product, technology and integrator.

As observed, the old standard practices which lacked smooth operations, were more time consuming and tedious. Using home automation there is plenty of room for adding new devices to streamline our lives and provide better enhanced comfort and ease of functioning. Use of a home automation system shows how it can change the world around us.

The technological advancements of the Home Automation Systems will forever change how we interact with the spaces in which we live.

Advantages when a Woman buys property in Thane

In Thane, women buying property enjoy several advantages. Here are some of the key benefits:

Stamp Duty Concession

- Women homebuyers are eligible for a concession of 1% on the stamp duty payable on the purchase of a property.

Lower Registration Fees

- Women buyers are also entitled to a lower registration fee, which is 1% of the property's market value, compared to 1.5% for men.



Tax Benefits

- Women can claim tax deductions on the interest paid on their home loan, under Section 24 of the Income Tax Act.

Joint Ownership Benefits

- If a woman buys a property jointly with her husband or other family members, they can both claim tax benefits on the home loan interest and principal repayment.

Security and Empowerment

- Owning a property provides



Rekha Thakkar
Manas Realtors

women with a sense of security, independence, and empowerment.

Inheritance Benefits

- In Maharashtra, women have equal rights to inherit property, which can provide them with financial security and stability.

Government Schemes

- The Maharashtra government offers various schemes and incentives to promote women's empowerment, including subsidies and discounts on housing projects.

Social Benefits

- Owning a property can also provide women with social benefits, such as increased respect and status within their families and communities.

Overall, buying property in Thane can be a wise investment decision for women, offering numerous financial, social, and emotional benefits.

4BHK Organic vs. 2+2BHK Jodi: Which Is the Better Choice?

For any homebuyer in Mumbai, owning a 4BHK is the ultimate aspiration—a symbol of achievement, luxury, and space. Unlike in Delhi, where large homes are common, Mumbaiians have been raised in compact 1BHK and 2BHK apartments. A 4BHK, therefore, represents not just comfort but also status. It offers dedicated rooms for a couple, children, a study, and ample living and dining space, fulfilling the dreams of the city's affluent middle class.

When choosing a 4BHK, buyers typically face two options: an organically designed 4BHK offered by developers or a combination of two adjacent 2BHK apartments (Jodi flat). Each has its own advantages and considerations.

Advantages of an Organic 4BHK:

Developers often create exclusive 4BHK towers or integrate them within premium 3BHK buildings, ensuring a like-minded community and a low-density living environment (as few as two units per floor). These towers are strategically placed within the project to offer better views, superior amenities, and premium specifications such as higher floor-to-ceiling heights, grand lobbies, and exclusive facilities.

Architecturally, organic 4BHK buildings often feature distinctive façades and superior design aesthetics, seen in projects like Trump Tower at Lodha Park or Hiranandani's Rodas Enclave project. Additionally, they usually come with three or more dedicated parking spaces, a significant advantage in a city like Mumbai.

However, this exclusivity comes at a cost. Developers charge a premium of 10-30% per sq.ft. compared to 2BHK towers in the same project. The overall cost of a 4BHK can be 50-80% higher than a 3BHK, making it a substantial investment.



Naresh Menghrajani
Director - Sales
Miraya Realty



The 2+2BHK Jodi Advantage:

For buyers prioritizing space over status, a 2+2BHK Jodi apartment is a smart, value-driven alternative. It offers the functionality of a 4BHK without the financial pressures of owning one. This option is ideal for those who seek practicality over excessive luxury, preferring efficient layouts over premium branding or exclusive amenities.

However, not all 2BHK units combine seamlessly. The best layouts are those where the living rooms align across the width, creating an expansive social space. Additionally, bedrooms should connect without obstructive columns, allowing greater flexibility in interior planning.

A well-planned Jodi flat offers cross-ventilation, dual-side openings, and a symmetrical layout, creating a spacious and airy ambiance. Financially, this option is significantly more efficient. The overall cost is often just 10% higher than a 3BHK, compared to the steep price difference of an organic 4BHK. Moreover, maintenance and property tax are much lower since 2BHK towers house more apartments per floor, distributing the costs across more residents.

Final Thoughts:

For buyers prioritizing status, exclusivity, and premium living, an organic 4BHK is the ideal choice. However, for those seeking a spacious home at a better price point, a 2+2BHK Jodi flat is the perfect value-for-money alternative. It allows homebuyers to enjoy the benefits of a 4BHK without the financial burden, making it the ideal option for functionality-focused buyers who prioritize space over luxury. The decision ultimately depends on budget, lifestyle aspirations, and the importance of exclusivity in one's home investment.



'Thane offers the widest choice of homes in the MMR'

How do you view the response to the expo

The response to the 22nd Property Expo has been phenomenal. CREDAI MCHI Thane is thrilled to have provided a platform for homebuyers to explore and invest in their dream homes. The expo also featured informative seminars, workshops, and panel discussions on topics including new trends in housing, sustainable development, and the future of real estate in Thane.

The expo ended on 10 February – what next?

In its Digital Format, the Expo will continue on-line, over the year. If someone has missed out on visiting the Expo, the digital version (www.credaimchi.com) will keep options open for such home seekers. CREDAI MCHI Thane is an association of real estate which has been an integral part of not just Thane's growth story, but also the social fabric of the city. When a trusted industry body holds its 22nd Property and Home Finance Expo, and then rakes it on-line in a digital format, it is truly the ideal platform to make one's dream home a reality.

Society goes for redevelopment, you have an existing home loan

The Housing Society you reside in goes in for redevelopment, and you are still repaying your home loan – demolition of the existing building starts, the flat on which you are still repaying the EMIs is history. What are the issues you need to keep in mind?

When a housing society undergoes redevelopment while the resident/ owner/ society member is still repaying the home loan, these are the legal issues that need to be dealt with:

Loan Continuity:

The Bank/ HFC may require an assurance that the redevelopment will not affect the property's value or your ability to repay the loan. You may need to provide updated documents or agreements to the bank.

Property Title:

Ensure the property title remains clear during

redevelopment. Any disputes or legal issues with the Coop Housing Society or the re-developers could complicate your ownership status.

Temporary Relocation: If redevelopment requires you to vacate the flat, the society/ redeveloping developer should provide temporary accommodation or compensation. Ensure this is documented in the redevelopment agreement.

Revised Agreement: The redevelopment agreement between the Coop Housing society and the re-developer should be reviewed carefully. It should specify timelines, quality of construction, and your rights as a flat owner.

Increased Costs: Redevelopment may lead to additional costs, such as higher maintenance charges or contributions toward construction. Clarify these expenses upfront.

Loan Restructuring: If the redevelopment affects your financial situation, you may need to negotiate with the bank to restructure the loan or extend the tenure.

Legal Disputes: Disputes may arise between the Coop Housing Society, re-developers, and flat owners. Ensure you are heard as a member with an on-going home loan from the old structure, ideally, be a part of the decision-making process and seek legal advice if necessary.

Post-Redevelopment Issues: After redevelopment, ensure the property is handed over with all necessary approvals and clearances. Any delays or defects can – and mostly, will – impact your home loan repayment.



Tushar Tiwari
Legal Advisor
DM Legal Services

'Malls in Thane offer complete lifestyle experiences'

Tell us about your professional background.

I am currently the Chief Operating Officer of the Shopping Centres Association of India (SCAI), the nodal body of Shopping Malls in India, a position I have held since July 2021. Before joining SCAI, I served as the CEO of an FMCG company.

My career began in the media industry, where I spent thirty years honing my skills. I started at the Times Research Foundation Institute of Social Journalism and then worked with the Times of India Group as a Journalist before transitioning to management roles.

Over the years, I held key positions such as Unit Head at Amar Ujala and Hindustan Times at UP Publication centres from 2007 to 2012 and North India Head at Jain Satellite Television.

My last role in the media sector was with the Hindustan Times Group, where I served as Business Head North at Chandigarh from 2012 to 2018.

Academics has always been a passion of mine, and I have been actively involved as a Guest Faculty member for nearly twenty years. My academic background includes a Postgraduate degree in Modern History and an LLB from the University of Allahabad, along with a PG Diploma in Journalism and Mass Communication.

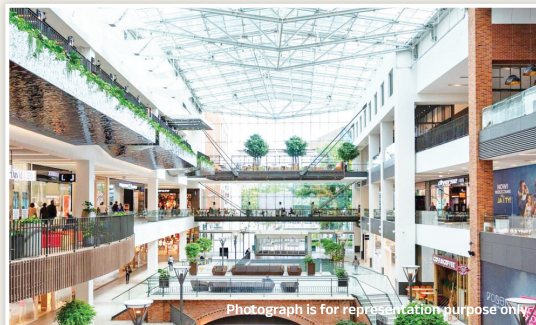
How has the mall culture evolved in Thane over the years?

Thane, a bustling suburb of Mumbai, has witnessed significant urban transformation over the past few decades. The first wave of shopping malls in Thane began with the development of smaller, neighbourhood-centric malls.

These early malls were modest in scale, focusing on providing basic retail and entertainment options to the local population. They typically housed a mix of retail stores, a few food outlets, and sometimes a small cinema. These malls served as a convenient shopping destination for nearby residents, offering a more organized and comfortable shopping experience compared to the traditional markets. As Thane's infrastructure improved and



Anjeev Kumar
Chief Operating
Officer, Shopping
Centres Association
of India (SCAI)



Photograph is for representation purpose only.

connectivity with Mumbai strengthened, the suburb began attracting more developers and investors.

The mid-2000s marked the arrival of larger, more sophisticated shopping malls in Thane. These malls were designed to be more than just shopping destinations; they aimed to offer a complete lifestyle experience. Developers began to recognize the potential of Thane as a retail hub, given its growing population and increasing affluence.

One of the most notable developments during this period was the opening of Viviana Mall in 2013. Spread over 10 lakh square feet, Viviana Mall set a new benchmark for retail spaces in Thane. With its vast array of international and domestic brands, multiplex cinema, and a wide variety of dining options, Viviana became a one-stop destination for shopping, entertainment, and leisure. It introduced Thane residents to the concept of a mega mall, where they could spend

an entire day shopping, dining, and enjoying entertainment activities under one roof.

Following the success of Viviana Mall, other large-scale malls like Korum Mall and R Mall also gained popularity. These malls further cemented Thane's reputation as a retail destination, attracting not just residents but also shoppers from neighbouring suburbs.

What does the future of malls look like in Thane?

Today, Thane is home to several large and medium-sized malls that cater to a wide demographic. The rise of e-commerce has shifted the focus towards creating experiential retail spaces, with an emphasis on entertainment, dining, and leisure activities.

Sustainability is another emerging trend in Thane's shopping malls.

The future of shopping malls in Thane is likely to be shaped with a focus on creating multi-functional spaces that offer a blend of retail, entertainment, and community-centric activities.

As the suburb continues to grow, its shopping malls are likely to evolve further, adapting to the needs of the next generation of consumers.

Artificial Intelligence is redefining your spaces

Imagine walking into your home, and it already knows what you need and the lights adjust to your mood, the temperature is set just right, and your favorite playlist starts playing all without you lifting a finger. Sounds like a scene from a sci-fi movie. Well, let me tell you, it's not.

Artificial Intelligence (AI) is redefining your spaces, transforming them into intelligent, super-personalized, and seamlessly connected environments.

AI powered smart homes are no longer a futuristic concept, they are here, and they are changing the way we experience luxury. Today's high-end residences are equipped with intelligent systems that pick-up pointers and adapt to the homeowner's preferences and choices. From automated lighting and climate control to AI-enabled security systems, every aspect of modern luxury living is becoming smarter, more intuitive, and highly sophisticated.

But AI doesn't just make life easier, it elevates the entire life. Imagine an AI-driven lighting system that mimics natural daylight, aligning with your own circadian rhythm to boost energy levels in the morning and give relaxation at night. Or an AI powered sound system that gives you personalized soundscapes based on your current mood and preferences. Luxury is no longer just about aesthetics; it's about an experience tailored to you in ways we have never seen before or even imagined.



Keyur Vaze,
CEO,
Spectacle Media

Going beyond homes, high-end hotels, resorts, and commercial spaces are also using AI to craft immersive experiences. AI-driven concierge services, robotic butlers, and predictive hospitality ensure guests receive nothing short. Space planning is also undergoing a transformation, with AI analyzing traffic flow and occupant behavior to create optimally designed luxury environments that blend functionality with elegance.



Photograph is for representation purpose only.

The most exciting part? We are just getting started! As AI continues to evolve, luxury spaces will become even more responsive and hyper-personalized. The era of static, one-size-fits-all luxury is over!

AI is bringing in a new scenario, with technology and human experience merging seamlessly. Welcome to the future of luxury, where your space doesn't just look good, it understands you well enough!

Trendy rooftop resto-bars bring cosmopolitan flair to Thane's CBD

After introducing Thane city to two premium rooftop restaurants and bars at our project Centrum, the lifestyle-quotient of the locality has not looked back. All premium buildings in Wagle Estate, the buzzing CBD of Thane, traditionally known for its industrial landscape, now have exclusive rooftop restaurants and bars. The entire locality has undergone a transformation with the introduction of these trendy rooftop resto-bars that bring a touch of cosmopolitan flair to the environment. These are some ways in which rooftop resto-bars have influenced the Wagle Estate lifestyle:

1. A Social Revolution

Rooftop bars have become the heart of social gatherings in Wagle Estate, bringing people from not just Thane, but across the MMR together in a space that offers more than just food and drinks. These venues offer breathtaking views of the city skyline and surrounding areas, providing a unique ambience for both casual hangouts and special occasions. For residents, this has led to a vibrant social scene where they can unwind after work or on weekends with friends, family, or colleagues.

2. Boost to Local Economy and

Employment

The emergence of rooftop resto-bars has had a positive ripple effect on the local economy. These establishments create jobs, both directly in the hospitality sector (bartenders, chefs, servers) and indirectly through the demand for local suppliers (food and beverage vendors, cleaning services, etc.). Additionally, the increased foot traffic brought by these bars has benefited nearby businesses, from transportation services to retail shops, further integrating Wagle Estate into the broader urban economy.

3. Urbanization and Lifestyle Shifts

Previously known for its industrial vibe, Wagle Estate has become more urbanized due to the rise of rooftop bars, attracting a younger, more dynamic crowd. Many professionals working in nearby office complexes now see Wagle Estate as a viable destination for after-work relaxation, and this shift in behaviour has made the area feel more modern and



Photograph is for representative purpose only



Hiren Chheda
Founder /
Managing Director
Ekatva Group

cosmopolitan. The social and economic life of the region has evolved with a new focus on experiences, and rooftop bars serve as central meeting points for the community.

4. Elevated Leisure Experience

Rooftop bars offer an escape from the hustle and bustle of the streets below, providing patrons with a sense of luxury and relaxation. The panoramic views, combined with stylish decor and high-quality service, have made these venues hotspots

for residents and visitors seeking a break from their daily routines. With open-air settings, live music performances, and curated cocktail menus, these bars have redefined leisure and entertainment in Wagle Estate.

5. Increase in Property Value and Tourism

With the development of upscale rooftop bars, the real estate value in Wagle Estate has seen an uptick. Properties with views of these rooftops or located near popular bars are now considered more desirable, which, in turn, affects the overall property market in the area. Moreover, tourists seeking a more unique experience in Mumbai are increasingly turning their attention to Wagle Estate, further boosting the area's appeal as a destination for both locals and visitors alike.

Conclusion:

Rooftop bars have transformed Wagle Estate from a primarily industrial area into a trendy, social, and cultural hub. They have influenced the way people socialize, work, and unwind, all while helping shape the broader urban lifestyle. By blending modernity with local charm, these establishments have added a new layer to Wagle Estate's identity, making it a desirable place to live, work, and visit.

Thane's New Era of Lifestyle Living: Puraniks Rumah Bali Leads the Way

City in Transformation: Thane has evolved from being Mumbai's suburban cousin into a thriving urban hub, attracting homebuyers seeking a balance of affordability, connectivity, and quality living. As infrastructure developments reshape the city, the demand for thoughtfully designed residential spaces is on the rise. One such project leading this transformation is Puraniks Rumah Bali, an address that seamlessly blends modern aesthetics with an enriching lifestyle.

The latest campaign by Puranik Builders: 'Spacious 2 BHKs with Balconies' at ₹79.99 Lakh—is a testament to this shift. The campaign vividly captures a serene balcony moment, highlighting the importance of open spaces in urban living. This offering speaks directly to new-age homebuyers who prioritize comfort, privacy, and a well-balanced lifestyle.

The USP of Puraniks Rumah Bali:

Puraniks Rumah Bali is inspired by Balinese architecture, offering an urban sanctuary within Thane's vibrant landscape. The newest phase builds on the success of earlier ones but with a renewed focus—spacious homes with private balconies, catering to homebuyers who seek tranquility without compromising on connectivity.

Key Highlights:

- 2 BHK homes at ₹79.99 Lakh – A competitive price point for premium residences.
- Balcony Living – A feature that enhances lifestyle and provides personal outdoor space.
- State-of-the-art Amenities – Landscaped gardens, a clubhouse, a swimming pool, meditation zones, and more.
- Flexible Payment Plan (20:80) – Pay 20% upfront and 80% on possession, making it accessible for first-time buyers.
- Strategic Location in Thane West – Ensuring seamless access to business hubs, transport links, and lifestyle conveniences.

As the campaign showcases, the balcony becomes a personal retreat, reinforcing the emotional appeal of homeownership.

Who is Buying Homes in Thane?

With shifting buyer preferences, Puraniks Rumah Bali is catering to a well-defined audience:

- Millennials & Young Professionals – Working in Powai, BKC, and Airoli, they seek



a modern yet affordable home within a reasonable commute.

□ Nuclear Families – Prioritizing spacious homes, greenery, and lifestyle amenities for a balanced living experience.

□ Investors – Recognizing Thane's rising real estate demand, they view properties here as high-appreciation assets.

The ₹79.99 Lakh pricing strategy aligns with the aspirations of this target group, making premium living accessible.

Why Thane? The Rising Star of MMR:

Thane's transformation is driven by strong infrastructure and social development, making it one of the most sought-after real estate destinations.

Key Advantages:

- **Connectivity:** Ghodbunder Road (GB Road) provides seamless access to Eastern and Western Express Highways.
- The upcoming Metro Line 4 will further reduce travel times across MMR.
- Easy access to IT parks and corporate hubs in Powai, Vikhroli, and Navi Mumbai.
- **Social Infrastructure:** Home to top-tier schools, malls, hospitals, and entertainment hubs.
- Green retreats like Yeoor Hills and Upvan Lake provide nature escapes within the city.



Affordability vs Mumbai:

• While Mumbai's real estate prices are skyrocketing, Thane offers a premium lifestyle at an attractive price, making it the preferred choice for homebuyers.

Puraniks Rumah Bali is strategically positioned in Thane West, benefiting from the city's infrastructural boom and increasing real estate demand.

Marketing Strategy:

Selling a Lifestyle, Not Just a Home

Puranik Builders has adopted a lifestyle-first marketing strategy, moving beyond traditional home-selling tactics.

Key Marketing Elements:

- **Emotional Storytelling** – The campaign visuals focus on the experience of balcony living, resonating with aspirational homebuyers.
- **Digital-First Approach** – Targeting millennials through social media marketing, Google ads, and influencer collaborations.
- **Experiential Selling** – Site visits, walkthroughs, and immersive marketing techniques that let buyers visualize their future home.

• **Easy Payment Offers** – The 20:80 payment plan makes homeownership more achievable, especially for young buyers.

By focusing on aspiration, convenience,



Shailesh Puranik
MD
Puranik Builders

- Possession date as per RERA : 31/12/2028
- RERA number : P51700046777
- Configuration : 1 BHK , 2 BHK

Sizes of flats :

Configuration	Useable carpet	Price
1 BHK	341	52.29
1 BHK	345	53.17
1 BHK	354	54.17
2 BHK	558	83.34
2 BHK	544	81.91
2 BHK	541	80.95

and affordability, Puraniks Rumah Bali is redefining the art of home buying.

MDs Take: The Future of Thane Real Estate

As Thane continues to evolve, its real estate market is set for exponential growth. The trends shaping the future include:

• **Infrastructure-Driven Growth** – With the metro, highways, and corporate expansions, Thane is becoming a self-sustaining business and residential hub.

• **Lifestyle-Centric Homes** – Buyers are moving beyond just square footage; they want open spaces, wellness amenities, and smart home features.

• **Investment Potential** – With Mumbai's saturation, Thane remains an attractive investment hub, promising long-term value appreciation.

• **Sustainability & Green Living** – As urbanization grows, projects with eco-friendly designs, smart homes, and green spaces will dominate the market.

Puraniks Rumah Bali is a prime example of this shift—offering a contemporary lifestyle in a rapidly developing city.

The Time to Invest in Thane is Now Thane is no longer just an extension of Mumbai, it is a real estate powerhouse on its own. With projects like Puraniks Rumah Bali, buyers can secure a home that offers space, lifestyle, and connectivity, all at a competitive price.

The new campaign encapsulates this perfectly: Spacious 2 BHKs with Balconies at ₹79.99 Lakh. If you've been waiting for the right opportunity, this might just be the moment to embrace Thane's promising future.